

Appl. No. 09/998,055

### REMARKS

This is in response to the Office Action of 05 May 2004. Claims 1-5 are pending in the application, and Claims 1-5 have been rejected.

By this Response and Amendment, Claims 1-4 have been amended, Claim 5 has been cancelled, and new Claims 6-7 have been added.

No new matter has been added.

In view of the amendments above and remarks below, Applicants respectfully request reconsideration and further examination.

#### About The Invention

The present invention relates generally to a display device architecture for reducing power consumption in liquid crystal displays. More particularly, the present invention relates to display devices that provide for selecting a certain number of rows to be driven simultaneously, and in which image data is accessed from a memory based on a maximum number of rows that can be simultaneously driven regardless of the actual number of rows selected to be simultaneously driven.

#### Non-Narrowing Amendments to Claims 1-4

Claims 1 and 3 have been amended to remove the reference numerals therefrom. Dependent Claims 2-4 have been amended to change the first word in each of the respective preambles from "A" to "The". These amendments are not intended to limit the scope of the Claims in any way.

#### Rejections under 35 USC 103(a)

Claims 1 and 4-5 have been rejected under 35 USC 103(a) as being unpatentable over Ito (US Patent 6,426,594) in view of Imai, et al., (US Patent 6,256,025) and Hartung, et al., (US Patent 5,859,625). Claims 2-3 have been rejected under 35 USC 103(a) as being unpatentable over Ito, Imai, et al., and

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Hartung, et al., and further in view of Tamai, et al., (US Patent 6,346,774).

Claim 5 has been cancelled, thus rendering moot the rejection thereof.

Claim 1 has been amended to recite that there is an image data memory coupled to the display, that there is a maximum number of rows,  $p_{max}$ , than can be simultaneously driven, and that the display device is operable such that a number of image data bits accessed from the image data memory, is equal to  $p_{max}$  regardless of the value of  $p$ . In other words, one access of the image data memory suffices for  $p_{max}/p$  groups of simultaneously driven rows.

The cited references have been reviewed, and do not appear to disclose, suggest, or provide motivation for the invention as defined by amended Claim 1. In fact, Tamai, et al., teach away from the invention as claimed at col. 8, lines 6-11, wherein it disclosed that the image data is read from the image memory "for each simultaneously selected row electrode group". Clearly, this is different from amended Claim 1, wherein the image data is read for the maximum number of possible simultaneously driven rows, even when the actual size of the selected row electrode group is smaller than the maximum number.

Since the references do not appear to disclose, suggest, or provide motivation for the invention defined by amended Claim 1, Applicants respectfully submit that the rejection of Claim 1 has been overcome. Applicants further submit that the rejections of Claims 2-4, which depend directly from amended Claim 1, have been similarly overcome.

#### New Claims 6-7

New Claims 6-7 each depend directly from amended independent Claim 1. Claim 6 recites details of a specific embodiment of the present invention in which  $p_{max}$  equals 8 and  $p$  is selected from the values consisting of 2, 4, and 8. Claim 7 recites additional details regarding the number of groups of simultaneously driven rows. Support for new Claims 6-7 can be found generally

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throughout the specification, and can be found more particularly at page 8, and in Figs. 6-8.

Conclusion

All of the rejections in the outstanding Office Action of 05 May 2004 have been responded to, and Applicants respectfully submit that the pending Claims 1-4 and 6-7 are now in condition for allowance.

Applicants respectfully request that a timely Notice of Allowance be issued in this case.

Respectfully submitted,

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